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ANDHRA PRADESH SUCCESS STORIES

● FRIDAY | January 26 | 2024

EDUCATION — Transforming Globally



HEALTH — The promising future



INDUSTRY — Advantage Andhra Pradesh



INFRASTRUCTURE — Best in Class



AP Marching ahead with people centric growth



Illustration : Satheesh Vellinezhi

A CORRESPONDENT

ANDHRA PRADESH is making steady progress in multiple fields with the government focussed on improving human development index, education, healthcare and uplift the marginalised and underprivileged sections of the society through myriad welfare schemes.

The Y S Jagan Mohan Reddy government has adopted a governance model that ensures the full implementation of the 'Navaratnalu' or nine welfare schemes which were promise made in the election manifesto in 2019 and thereby alleviate the overall quality of life of the people.

These are the YSR Rythu Bharosa, Jagananna Vidya Deevana, YSR Arogyasri, YSR Jala Kala, Prohibition of liquor, Jagannanna Ammavodi, YSR Asara and Cheyutha, Housing for the Poor and YSR Pension Kanuka. The State government has been allocating significant funds in all the budgets in the last four years to ensure an increased coverage of the beneficiaries as well as smooth implementation. The government has put in place a well oiled machinery for the implementation and also a system of monitoring to improve the efficiency of reaching the benefits to the deserving.

For example in the case of the direct benefit transfer (DBT) welfare schemes, the government has been able to transfer a total amount of Rs 2.33 lakh crore directly into the bank accounts of beneficiaries under the various schemes in the last four years. Similarly, a total of 30,84,935 house site pattas have been distributed so far.

The State topped the table in the Ease-of-Doing Business (EoDB) for the third consecutive year among all states in the country. It's proactive role has contributed in making the State as the new investment destination in various schemes with the single window clearance policy.

With more than Rs. 66,722crore being spent on educational reforms, Andhra Pradesh is ahead of several other states in the educational sector. It is well positioned to set standards in learning and teaching methods and transforming the students into futuristic citizens.

The YS Jagan Mohan Reddy government has ensured a strong political stability and maintained a cordial relations with the NDA government led by Prime Minister, Narendra Modi in tune with the federal structure of the constitution. It is taking full advantage of the central sponsored schemes and actively involved in the developmental projects related to infrastructure growth.

Though, the government's emphasis on welfare schemes has been attracting criticism from the opposition and some economists who argue that the large-scale funding of the schemes in the background of the State inheriting a deficit economy at the time of the AP Reorganisation in 2014 and inadequate sources to raise funds would lead to a huge burden on the State economy in the long term, the YS Jagan Mohan Reddy government has been steadfastly sticking to its model of development and countering the arguments.

The residual State of Andhra Pradesh continues to grapple with the situation of not having clarity on the issue of state capital. While the earlier regime of N Chandrababu Naidu led TDP government had developed Amaravati as the capital the YSR Congress Party had proposed the decentralised model with three capitals in Amaravati, Visakhapatnam and Kurnool for better governance and all round development of regions. The preference for Visakhapatnam as the executive capital and the overall decision on the matter is still to be resolved with the Union government.

The Industrial Growth Story:

While welfare schemes, social equity improvement and infrastructure development have been the dominant themes of the YS Jagan Mohan Reddy government so far, industrial development too is getting its due attention of late.

The Visakhapatnam Global Investment Summit in early 2023 gave a big push to the efforts of the government in the areas of industrial development. During the three day event, investment proposals worth around Rs 13 lakh crores through more than 370 MoUs signed with various industrial houses and investors has set the pace for future growth.

The key areas of industry that the government is highlighting are green energy, pharma, Agri and food processing, aqua and marine related and other industries. Sustained efforts of the Government attracted public sector and industry majors like NTPC, ABC Limited, Oberoi Group, Aurobindo Pharma, Adani Green Energy, AM Green Solar, Aditya Birla, Jindal Steel, K Raheja and Greenlam South Group to express their intent to set up industrial units in the near future.

During the year 2023, investment proposals worth Rs 37,397 cr in sectors including food processing, pharmaceutical, hotels, resorts, industrial, solar and green energy units in all regions of the State have been received. These could lead to lot of employment opportunities to the youth. Measures were also initiated to ensure the growth of MSMEs by hand-holding them to adopt and implement modern management systems.

The Government has entered into agreements with Hindustan Unilever, ITC, Reliance, Mahindra and P &G for marketing the products through their countrywide sales network which has been paying dividends. The Sri City SEZ in Tirupati has been expanding well with several of the existing multinationals from the US, Japan and other countries increasing their investments. Similarly, the Visakhapatnam Special Economic Zone has also shown a vibrant performance.





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GREATER VISAKHAPATNAM MUNICIPAL CORPORATION

Going all out to make Visakhapatnam the Destination City



The Greater Visakhapatnam Municipal Corporation (GVMC) has taken up several initiatives in recent times to beautify and modernise the city, often referred to as the city of destiny, especially after the bifurcation of Andhra Pradesh.

It is the largest city in the new state, with immense potential, in view of the two ports (the public sector Visakhapatnam port and the Gangavaram port) and several Public Sector Undertakings (PSUs), the major one being the Visakhapatnam steel plant. It is therefore the growth engine for the State on the industrial front.

The Y S Jaganmohan Reddy government has also identified the City as the executive capital, which gives it all the necessary reasons and momentum to drive the growth both industry and as a favourite investment destination.

In view of Visakhapatnam's importance, the GVMC has taken up several schemes to improve the overall infrastructure, especially roads, drainage, sanitation, parks and public places. The city, ravaged by the Hudhud cyclone in 2014, was rebuilt to a large extent.

However, with the growing pressure and developments in the last nine years the need has arisen again to strengthen the infrastructure and make it a smart as well as livable city. The Union Ministry of Urban Development had identified Visakhapatnam as one of the '100 Smart Cities' to be developed



Mrs Golagani Hari Venkata Kumari, Hon'ble Mayor, GVMC

over a period. The neighbouring Kakinada too was selected under the Central scheme as a smart city.

In its efforts to accelerate the development process, the GVMC has taken the decision to focus on eco-friendly growth. Eco clean and green, and zero plastic pollution are the aims. For the purpose, the GVMC is undertaking on the first Sunday of every month the cleaning of the beach with the help of Non Government Organisations (NGOs) and the public. The GVMC commissioner has given a call to the public to use only public transport on Mondays in order to reduce vehicular pollution. All the GVMC staff including the Commissioner are setting an example by personally doing so on Mondays.

During the financial year 2023-24, the GVMC has taken up 967 works with an estimated expenditure of Rs 205.05 crores of which 332 have been completed so far at a cost of Rs. 70.04 crores. The rest are in progress. Earlier, the GVMC spent Rs. 69 crores on beautification works to host the G 20 conclave. Visakhapatnam was one of the important places identified for the G 20 meetings of which India was the host.

The Corporation is spending Rs 140.15 crores on the main roads and Rs 16.33 crores in particular on filling up the pot holes. Fourteen road works have been taken up with the funds sanctioned by the Fifteenth Finance commission at a cost of Rs 28.50 crores, of which eight have been completed.

Earlier this year, Chief Minister Y.S Jaganmohan Reddy laid the foundation stone for development works worth Rs 135 crores in the city. Under the central scheme of Amrit a total of 32 works are being taken up at a cost of Rs. 107.42 crores and with the smart city funds of Rs 16.10 crores seven works are underway.

The rest of the funds have been sanctioned by the Fifteenth Finance Commission.

Beautification works are in progress in eight major parks of the city at a cost of Rs 11.97 crores and two of them have been completed. In Sivaji Park, one of them, four more fountains are being set up at a cost of Rs 3.86 crores and the existing seven are being repaired at a cost of Rs 50 lakhs. Of the 1.18 lakh street lamps 95,471 have been repaired and the work is being executed by Bridges & Roof.

On the whole, 938 works have been taken up in the 98 wards of the city at an estimated expenditure of Rs 148.11 crores, of which 577 have been completed.

Drinking water projects :

The GVMC has taken up drinking water projects at a cost of Rs 385.65 crores with Asian Development Bank funds and 70 per cent of them have been finished.

A 3-MW floating solar power plant has also been taken up on the Meghadrigadda reservoir at a cost of Rs 14.3 crores. Under Amrit scheme, for 26 works foundation stones have been laid by the Chief Minister at a cost of Rs 349.62 crores. Project reports are getting ready.

For underground drainage works, to be implemented in two packages, Rs 940 crores is being spent in Gajuwaka and Pendurthi areas, with smart city funds, GVMC funds and loans from banks.

The GVMC aqua sports arena on the beach road has been modernised at a cost of Rs 2.42 crores and it is planned to construct to a stadium in each zone of the city to promote sports. In MVP colony, a new sports arena has been established. The GVMC has acquired 12 beach cleaning machines, each costing roughly a crore or more.

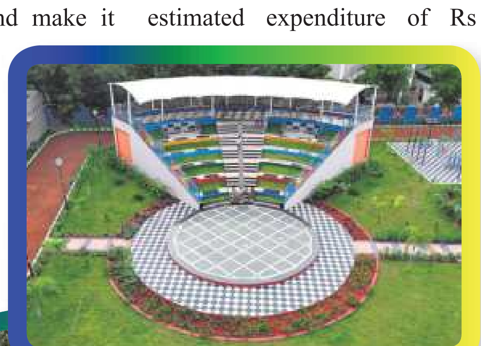
The Budget for 2024-25:

The general council of Greater Visakhapatnam Municipal Corporation has adopted a budget of Rs 5,614 crore for the financial year 2024-25.

This is the highest-ever budget for any civic body in Andhra Pradesh. Mayor Golagani Hari Venkata Kumari, who presided over the meeting recently termed the budget progressive and narrated how they are committed to make Visakhapatnam a world-class city with significant improvement in the basic amenities. The Opposition members described the budget as a jugglery of figures and unrealistic and an attempt to mislead the public in an election year.

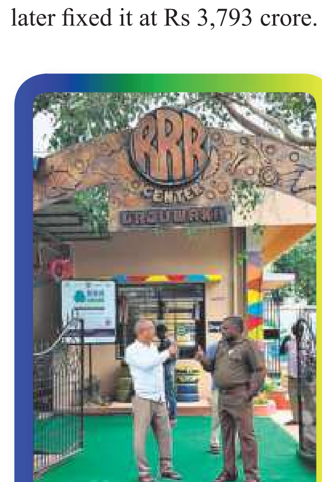
The budget for next financial year lays emphasis on engineering projects with an allocation of Rs 1366 crore. Several other projects have been allocated Rs 1046 crore. The Corporation is expecting an increase of 10 per cent in the collection of property tax.

The budget, which was cleared by the standing committee has an increase in allocation of nearly 25 per cent with an opening balance of Rs 664 crore. Last year, GMVC had approved a budget for Rs 4,303 crore but later fixed it at Rs 3,793 crore.









INTERVIEW



Mr. CM Saikanth Varma, IAS
Commissioner, GVMC

Q) What are your priorities for the year 2024 ?

- **Infrastructure**
- **Drinking water supply**
- **Drainages**
- **As part of 'Eco Vizag', we are committed to increase the density of green cover in the city.**
- **The GVMC also mulls to take up extensive development of parks and playgrounds this year. Already Aqua Sports Complex on the Beach Road was upgraded and there are four stadiums to be upgraded - Swarna Bharathi Indoor Stadium, Resapuvanipalem, Vizag, one at Anakapalli, one at Bheemunipatnam and another Gajuwaka. Apart from upgrading them, new sports facilities will be also set up at Gajuwaka and Mudasarlova.**
- **All apart, this year, much awaited, works for the GVMC head office construction will be also start at Mudasarlova.**

****(What are your plans to increase green cover in the city?)***

- **We are mulling to take up plantations along the streets. Already 1,500 saplings were planted at Gajuwaka area.**
- **Existing greenbelt protection and development is another area to be focussed.**
- **We are encouraging 'Terrace gardening' concept. Meetings were being organised among the Self Help Groups, women organisations and nature lovers.**
- **When it comes to new park, we want 70% of greenery in it.**
- **Around 2.5 lakh seed balls were dumped with the coordination of Eastern Naval Command (ENC) on several hilly areas.**

****(Tell us about the beach front development plans)***

- **The GVMC is – planning to develop beach fronts on different themes. A 'Turtle Beach' (On the theme turtle's) will be developed at Sagar Nagar. Similarly, there are plans to make Jodugullapalem Beach as a 'Sports Beach' with all Beach sports facilities over there. Similarly, the GVMC is also mulling to develop Meditation & Yoga theme based Beach-front near ISKCON temple area, he added.**
- **We are also contemplating development of Mudasarlova Park as 'Lake-view Mudasarlova Park'. It is in the design stage.**

****(What impact has the 'Eco-Vizag' left in the last eight months?)***

- **I think, it has brought lot of awareness among the people. We have set up enforcement teams. We have conducted meetings with number of organisations, shops, unions seeking them to use only plastic alternatives. The change is visible.**
- **Theme based Reduce Recycle & Reuse (RRR) centres were set up at various areas to create awareness to eliminate use of plastic, especially among the children.**
- **As part of 'Eco-Blue', the GVMC with the help of scuba diving organisations is taking up cleaning activities under the sea bed.**
- **In this January, the GVMC is planning something big to clean up under the sea bed. For this, we are seeking help of scuba diving organisations, ENC divers and others.**



****(The city has been seeing massive infrastructure works, especially roads?)***

- **In the view of city expansion and development a buzz word, over 30 major roads were identified and they were being extended. Around Rs 120 Cr is being spent on these road extension works.**
- **Development of junctions is being carried out. Kailasagiri, Jagadamba, MVP Colony, Akkayyapalem, Railway New Colony and many other junctions are being renovated. For the first time, we are setting up water fountains. Fountains are not only known for aesthetic purpose, but also improve air quality. We are keen on setting up more fountains.**

****(What plans does GVMC have to tackle air pollution)***

- **In order to improve air quality index, we want to reduce e-vehicular emission. At traffic signalling system, we are trying to make comprehensive signal solution plan, which is aimed at reducing traffic waiting time, thereby reducing vehicle pollution. Consultants are being roped in to study and suggest a smarter system.**
- **Moreover, GVMC always encouraged e-vehicles. We have one of the largest fleet of e-vehicles and there are plans to rope in more e-vehicles.**



Founder : Shri Kankatala Appalaraju Garu

QUEEN of SAREES KANKATALA SINCE 1943



Mr.Mallik Kankatala - CMD



Kankatala Appalaraju and Co Silk Store at Jagadamba in 1982



Kankatala Hyderabad Store

When one steps into a Kankatala store, they are sure to be transported into a world of exquisite textiles where tradition meets contemporary elegance.

The 80-year-old brand which was established in 1943 has a vast repertoire that includes handpicked sarees that cater to every occasion and every celebration– from the resplendent bridal Kanjeevarams to the lightweight and breezy Uppadas. Kankatala handpicks from over 25+ weaving clusters from across India.

In 1943, Kankatala was started in a small 10ft. by 10ft store in the old town of Visakhapatnam by Kankatala Appalaraju. The brand's commitment to quality and diversity attracted customers from all walks of life. Today, Kankatala Sarees boasts 13 physical stores across the country in 4 different states., complemented by a robust E-Commerce channel catering to the global Indian diaspora.

By the end of 2021, Kankatala expanded nationally with a new store in New Delhi, solidifying its leadership in Andhra Pradesh and gaining market share in Hyderabad, Delhi, and Bengaluru. In 2023, the company hosted 30+ exhibitions across 17 cities, enhancing its brand visibility and engagement with customers.

The Slow and Steady Journey:

In the world of Indian textiles, Kankatala has emerged as a beacon of tradition and refinement, standing the test of time since its establishment in 1943.

Founder Appalaraju Garu initially moved from Tuni to Vizag, where he began selling fabrics at the railway station. Later, he expanded his venture by selling sarees on a bicycle to small towns around Vizag. In 1943, he established the brand's first store. Shri Kankatala Appalaraju's entrepreneurial eventually led to the establishment of a renowned saree brand in Visakhapatnam, Andhra Pradesh. The brand became known for its diverse saree collection sourced from various regions, providing local women with a wide variety of choices and earning popularity along the way.

Over the years, Kankatala Sarees transformed into Kankatala Appalaraju & Co, earning a reputation for offering exclusive sarees. The second-generation leader, Mr. Kankatala Mallikharjuna Rao, popularly known as Mallik (The Youngest Son of Kanakatala Appalaraju), introduced modern retail concepts, inaugurating Visakhapatnam's first air-conditioned showroom in 1982. Mr.Mallik's keen eye for detail and innovation further elevated the brand's stature.

Ushering in a new era of innovation. In the 2000s, the third generation of the kankatala family, Mr. Arvind Kankatala and Mr. Bharat Kankatala joined the business, bringing fresh perspectives and ideas to expand the business outside Visakhapatnam. In 2015, Anirudh Kankatala joined the family business, spearheading a digital transformation with the launch of an e-commerce website and a strong presence on social media platforms.

The Family Drives the Vision:

As a torchbearer of the Kankatala legacy, Malik Kankatala has played a pivotal role in preserving and advancing the brand's heritage. His commitment to quality and innovation has been instrumental in steering Kankatala through the changing tides of the textile industry.

Arvind Kankatala, a dynamic force within the Kankatala family, has infused a contemporary edge into the brand's traditional offerings. Being a Chartered Accountant, Arvind has spearheaded finance, accounting, and operations for Kankatala. His vision and unwavering commitment to excellence have played a pivotal role in Kankatala's ability to resonate with modern sensibilities while remaining deeply rooted in its heritage.

Bharath Kankatala, another significant member of the Kankatala lineage, stands as a guardian of the brand's core values. Taking charge of the Marketing, inventory, and procurement division, Bharat's active involvement in the business underscores a steadfast dedication to upholding the rich legacy of Indian textiles. He ensures that every saree produced under the Kankatala name adheres to the highest standards, reflecting the brand's commitment to quality.

In the age of digital transformation, Anirudh Kankatala has played a pivotal role, particularly in leveraging social media platforms. Anirudh's strategic use of social media has enhanced the brand's value and awareness, reaching a global audience. As the driving force behind Kankatala. com, he has successfully brought the brand's exquisite collection to enthusiasts worldwide. Anirudh's venture into e-commerce demonstrates a keen understanding of the evolving market and a commitment to making Kankatala accessible to a global audience.

The traction gained through these platforms has not only facilitated the initiation of exhibitions across India but has also contributed to the opening of new stores in Hyderabad, Bangalore, and Delhi.

Creating a Niche for Itself:

Kankatala's unique selling proposition lies in the active involvement of family members who personally handpick the sarees, traveling across 25+ weaving clusters in India. The brand is renowned for its extensive collection of silk sarees, ranging from opulent Banarasi silk & intricately woven Kanjeevarams to simple handwoven cotton sarees, showcasing the diverse weaving traditions of India. This hands-on approach ensures each saree is a high reflection of craftsmanship and represents the brand's commitment to authenticity and quality.

One of the unique aspects of Kankatala is its attention to detail in every aspect of the weaving process. The choice of threads, the precision of the loom, and the expertise of the weavers converge to create sarees that are not just garments but a testament to the artistry handed down through generations.

While Kankatala is celebrated for its sarees, the brand has expanded its offerings to include a wide range of ethnic wear. Anarkalis, salwar suits, and lehengas adorned with the same attention to detail and craftsmanship as their sarees have found a special place in the hearts of those seeking traditional yet contemporary ensembles.

Expanding Markets & Business:

The family-owned Kankatala group has been a fast-growing textile and garment business. Its stronghold remains Andhra Pradesh with over 9 stores as of now and 4 stores in Metro Cities.

"So as a family, we are conservative in our business and quite calculated in the way we want to grow and also ensure sustainability in the path," says Mallikharjuna Rao Kankatala, Chairman & Managing director.

Having completed 30 exhibitions in the last year, Kankatala is clear on understanding the different markets in various cities across India. They have a plan to open 4 more stores over the next 3 years.

Kankatala has been a pioneer in the handloom saree space, venturing into e-commerce as early as 2017. The brand is recognized for offering exclusive handlooms, some priced up to a few lakhs, with a notable sale of a saree worth 8 lakhs online. Kankatala has successfully sold over 500+ sarees, each valued at over 1 lakh, through its digital platform.

The brand's global reach is evident with orders received from 44 countries, and domestic orders spanning 24 states and 4 Union Territories of India. Kankatala's website has attracted a diverse audience, with visitors from over 150 countries exploring the site. The platform records an impressive 2.5 million website visitors annually, showcasing the brand's appeal and popularity on the global stage.

It was the initiative and effort of Anirudh Kankatala to move the traditional business online. There were a lot of challenges with hundreds of products, most of them being unique.

Kankatala is celebrated not only for its popular weaves but also for its commitment to showcasing unique handloom traditions. The brand has gained recognition for introducing unconventional fusions like Bandhani on Kanchipuram, Parsi Gara on Banarasi, and Kalamkari on Patan Patola. This innovative approach involves bringing together distinct handicrafts into a single saree, resulting in a fusion of diverse artistic traditions. Kankatala's dedication to exploring and promoting such creative combinations sets it apart, offering customers an extraordinary and eclectic range of handcrafted sarees that blend different weaving techniques seamlessly.

The company is proud of its loyal customer base through generations, its return to the stores for most occasions and needs (personal, marriages, festivals, etc), and also the steady growth in this number over the decades.

Commitment to Quality:

Kankatala's commitment to authenticity extends to its accessories as well. From intricately designed Belts to complement the sarees to handcrafted clutches, each accessory is a testament to the brand's dedication to offering a complete and cohesive traditional wardrobe.

Shopping at Kankatala is not just a transaction; it's an experience steeped in tradition and elegance. The brand's beautifully curated stores, often adorned with heritage-inspired decor, create an ambiance that reflects the timeless beauty of their collections.

Kankatala's journey is more than a chronicle of a brand; it is a celebration of India's rich weaving traditions. As the looms continue to hum, and each saree tells a story of artistry and heritage, Kankatala remains a beacon of timeless elegance in the world of traditional Indian weaves.

To drape oneself in a Kankatala saree is to wear not just a piece of clothing but a living testament to India's enduring cultural legacy.





RINL's Vision 2024: A Year of Turnaround

RINL is all geared up to continue scripting its impressive turnaround journey during 2024. Exuding confidence, the Chairman and Managing Director (CMD), Atul Bhatt says " I am confident that 2024 would be a very promising year for the company".

Sharing insights into Rashtriya Ispat Nigam Limited (RINL's) robust turnaround plan, Atul Bhatt outlined the key focus areas, including, tackling technical bottlenecks, resolving financial and working capital issues, implementing debt reduction strategies, securing raw material linkages, and achieving 100% capacity utilization in production.

The CMD emphasized the paramount importance of aligning the thinking of all employees to navigate through the current crisis successfully. RINL, popularly known as the Visakhapatnam Steel Plant (VSP) strides into the new year with determination and a clear roadmap. The collective commitment and synergy among its stakeholders promise a year of significant transformation and success.

RINL-VSP, as a reckoning industrial giant on the shores of bay of Bengal in Visakhapatnam has always been in the fore front in tiding over the turbulent waves with sturdy and steady efforts in achieving its goal of delivering the quality steel that the nation needs.

In its journey spread over around 42 years since its inception, the company has a lot of achievements and merits to its credit. Expressing unwavering confidence in the RINL team, Atul Bhatt highlighted the spirit and bonding within the organization. He called upon the support of RINL's dedicated workforce, unions, and business associates, emphasizing that their collective efforts will play a pivotal role in making 2024 a remarkable year of turnaround for the public sector unit.

2023-24 -Soaring Performance

The PSU has achieved major milestones during the first half of the ongoing 2023–24 fiscal. It achieved unprecedented, cumulative sales of 3,64,000 tonnes of wire rod coils (WRC), 2,23,000 tonnes of structural steel and 6,82,000 tonnes of value added steel (VAS).

These are the highest sales ever recorded for the April-September period since the inception of RINL. The Steel Plant sold 1.95 million tonnes of finished steel and achieved a sales turnover of Rs 10,780 crore. This marks an impressive growth of 40 per cent and 25 per cent respectively, compared to the same period last year.



RINL-VSP CMD Atul Bhatt receiving **Rajbhasha Keerthi Puraskar** at 3rd All-India Rajbhasha Sammelan and National Hindi Day Celebrations at Pune.

A detailed look on the production front shows that the company has produced 22,81,000 tons of hot metal from blast furnaces 1 & 2, 11,92,000 tons of hot metal from blast furnace - 2, 2,86,000 tons of SBM products, 2,99,000 tons of WRM-2 products, 2,91,000 tons of products from structural mill, 8,76,000 tons of finished steel from the expansion units during the half year. These numbers show an impressive growth of 16 percent, 17 percent, 24 percent, 15 percent, 19 percent and 19 percent growth respectively over the corresponding period of the previous fiscal of 2022-23.



Atul Bhatt, *CMD*

Awards and Recognition:

The legacy of RINL in winning awards and accolades at the National and International forums has been continuing. Some of the latest awards won by RINL-Vizag Steel are National Energy Leader Award, Ispat Suraksha Puraskar Award, and Rajbhasha Keerthi Puraskar.

Sustainability and Eco-friendly Measures:

RINL has taken various measures such as installation of state of Art cleaner technologies(Coke Dry Quenching, TRT(top pressure recovery turbine), Sinter Cooler Waste Heat recovery, BF Stoves Waste heat recovery system), PCI(pulverised coal injection) in Blast Furnaces and Optimum fuel distribution through SCADA(supervisory control and data system). Continuous focus on Energy Conservation measures has brought continuous improvement in Energy Conservation.

The Ministry of Power through the Bureau of Energy Efficiency has mandated that all designated energy consumers to fulfil energy consumption targets through a scheme called Perform, Achieve and Trade (PAT). As per the scheme, any energy consumers who exceed the target of energy reduction shall be issued Energy Saving Certificates (Escerts) and any energy consumer who fails to meet target of energy reduction shall be required to purchase Energy Saving Certificates(short fall in energy reduction) through Energy Exchanges. RINL has obtained 129907 Energy Saving Certificates for Perform, Achieve and Trade (PAT) Cycle targets issued by Ministry of Power for excess reduction in energy consumption.

As Escerts are tradable in Energy Exchanges, RINL sold Escerts and garnered a revenue of Rs 8 Crores. This shows that energy reduction not only reduces cost of production, CO2 reduction but also revenue generation from sale of Escerts.

Star Performer awards

RINL received the prestigious Star Performer awards in the category of Large Enterprise in Export of Basic Iron & Steel for the financial years 2019-20 & 2020-21 at a function organized by the Engineering Export Promotion Council (EEPC) of India held at New Delhi from Manoj Sinha, Lt.Governor of Jammu & Kashmir.

These prestigious Star Performer awards are presented to any organisation which has excelled in International trade and for successful export performance. It may be noted that products of RINL are highly renowned in the international market for its excellent quality and delivery schedule.

It may please be noted that RINL exported products worth Rs.1623 Crores in the FY 2019-2020 and Rs. 3941 Crores in the FY 2020-2021.



Blast Furnace-3

Empowering Progress:

RINL's Dedication to Elevating Women in the Workplace

RINL has always taken utmost care in establishing gender equity and evolved as an Employer providing equal opportunity. With every passing year the strength of women employees in the company is on rise at RINL. RINL believes in maintaining equal playing field for the women vis-a- vis men employees and also place them in diverse and challenging working areas at Operations, Projects and Commercial.

RINL facilitates the women workforce to be closely associated with the local forum of Women in Public Sector (WIPS) constituted under the aegis of SCOPE.

WIPS Cell has been coordinating a number of activities organized for the development of women employees which include online webinar programs on Managerial Development, Networking & Social Skills Development including Gender Sensitivity. Customized training program for women employees such as Work-life Balance, Stress management, Time management & Counseling Skills were conducted. Around 71 women employees were deputed for participation in external training programs and around 1028 women employees participated in 809 in-house training programs. 4 Programs were also conducted on gender sensitization for its employees on issues relating to women employees.

Women employees of RINL left no stone unturned in bringing laurels to RINL. They have been bringing laurels by winning several awards at the National level.

Breaking Barriers

The Indian Steel Association has presented the prestigious Gender Diversity Icon Award to G. Ramadevi, GM (PPM&CTQM-Production planning & monitoring and Cost & total quality management) RINL for "demonstrating excellence in commitment" G Ramadevi was also awarded the "Wings of Steel Award" at the same function.

It may please be noted that "only one person among all the recipients of Wings of Steel Award" is presented the prestigious Gender Diversity Icon Award from all major Public and Private Steel companies in India.

AP's RETAIL REVOLUTION

ANDHRA PRADESH, in southern India, has a vibrant retail sector that is driven by changing consumer preferences, economic growth, and technology advancements. The state's retail landscape reflects its cultural diversity, ranging from traditional marketplaces to sophisticated malls. Economic success has expanded the middle class, resulting in increased demand for a wide range of retail products. Cities like Visakhapatnam, Vijayawada, and Tirupati have undergone urban boom, resulting in the emergence of contemporary retail facilities such as malls and supermarkets. Despite this modernity, traditional marketplaces remain important for conserving the state's cultural legacy.

Technological innovations, including e-commerce platforms and digital payment methods, are critical to Andhra Pradesh's retail industry, offering customers with comfortable shopping experiences. Key sectors including jewelry, textiles, and handicrafts have thrived, thanks to the state's handloom weaving history. Government attempts to promote entrepreneurship and retail have accelerated sectoral growth. Andhra Pradesh's retail business is constantly evolving, playing a dynamic and important part in the state's economic and cultural fabric by meeting the different requirements of its residents.

BEYOND BEAUTY

Andhra Pradesh's jewelry sector has grown and developed significantly throughout the years. The state, known for its rich cultural heritage and traditional jewelry styles, has emerged as a center for exquisite craftsmanship and high-quality jewelry. This article investigates the variables that contribute to the expansion of Andhra Pradesh's jewelry industry, focusing on its economic significance, traditional designs, production capabilities, export possibilities, employment opportunities, and government backing.

The expansion of the jewelry business in Andhra Pradesh is inextricably linked to the state's economic progress. As the economy grows and disposable incomes rise, so does the demand for jewelry. The industry contributes significantly to the state's GDP and plays an important role in creating job opportunities.

Andhra Pradesh is well-known for its traditional jewelry designs, which feature delicate craftsmanship and attention to detail. The state specializes in gold and silver jewelry, including necklaces, earrings, bangles, and anklets. These historic designs have a timeless appeal, attracting buyers from around the country.

Andhra Pradesh's diamond sector has grown significantly, especially in Visakhapatnam. The state is home to various diamond-cutting and polishing facilities that transform raw diamonds into polished gems. These diamonds are then utilized to make high-quality jewelry, which helps the industry thrive overall.

Andhra Pradesh has a large number of jewelry production units, which are located in places such as Vijayawada, Guntur, and Visakhapatnam. These units manufacture a wide variety of jewelry, including gold, silver, diamond, and gemstone-studded pieces. Skilled artisans and designers work hard to produce distinctive designs and patterns that cater to a wide range of consumer preferences.

The Andhra Pradesh government has been engaged in promoting the growth and development of the jewelry sector. It has built jewelry parks and clusters, which provide infrastructure and support services to manufacturers. The government also arranges trade shows, exhibitions, and promotional events to highlight the state's jewelry items and attract domestic and international clients.

LANDSCAPE OF TEXTILE GROWTH

The Textiles and Apparel sector in Andhra Pradesh has seen rapid growth in recent years. The state is recognized as one of India's top cotton producers, ranking second in raw silk production and fourth in jute output. With approximately 200 ginning and processing facilities, Andhra Pradesh contributes 7% of India's total spinning mill capacity, exporting high-quality yarn to both domestic and international markets.

The state is renowned for its diverse handloom products, ranging from intricate hand-drawn Kalamkari to elaborate handwoven Dharmavaram sarees and fine Mangalagiri cotton weaves. Andhra Pradesh plays a significant role in India's cultural landscape, with over 35 crafts recognized for their weaving style, some designated as Geographical Indication (GI), and others as One District One Product (ODOP) by the Government of India.

Andhra Pradesh's appeal to the textile sector lies in its abundant resources and a well-established ecosystem, offering entrepreneurs numerous opportunities for investment across the textile value chain.

The domestic clothing and textile sector contributes 5% to India's GDP, 7% to industry output in value terms, and 12% to export revenues. Before the COVID-19 outbreak, India was the world's second-largest manufacturer of personal protective equipment (PPE). Andhra Pradesh, being one of India's largest cotton producers, plays a crucial role in textile product mass production, including spinning, weaving, processing, and apparel manufacturing.

CHANGING FACE OF AUTOMOBILES

The state of Andhra Pradesh is fortunate to host two of the biggest auto investments made in India in recent memory. Kia Motors and Isuzu are currently speeding toward bigger milestones because they have taken full advantage of the State's advantages. The state's key sectors include the automobile, auto component, and electric vehicle industries. Other notable investments include Hero Motors, NHK Springs, Kobelco, Nippon, Rockman Industries, THK, Bharat Forge, Apollo Tires, Ashok Leyland, and ATG Tires, among others.

Over 350 businesses have made investments in the state over the last five years, totaling over INR 21,255 cr. These investments have created jobs for over 50,000 people, both directly and indirectly. The state has seen consistent development in export performance, with vehicle items being sent to over 30 nations. The main export destinations, particularly for automobiles, are the United States, the United Kingdom, the United Arab Emirates, Thailand, Switzerland, Spain, South Africa, South Korea, Japan, Germany, Brazil, and China. The state of Andhra Pradesh has taken note of this fast expanding and mostly unexplored business in India: electric mobility. To give the state's electric mobility ecosystem top priority, the administration has issued measures including the AP Electric Mobility Policy 2018–23.The State of Andhra Pradesh has designated Electronics manufacturing as a target area and seeks to generate jobs in Andhra Pradesh due to the sector's potential for rapid expansion and large-scale employment generation. The state of Andhra Pradesh has taken encouraging strides to support the development of the electric car market in the nation, given the recent expansion in the electric mobility arena. One illustration of this is the AP Electric Mobility.

The primary focus and encouragements of this strategy are on manufacturers, charging infrastructure, demand generation, and R&D. By 2030, Andhra Pradesh hopes to bring in Rs 30,000 crore in investment thanks to its EV strategy. Additionally, it hopes to employ 60,000 people.





Sri City: A Mega Manufacturing Hub, Where Business Booms and Life Blooms

SRI CITY
An Integrated Business City



Dr. Ravindra Sannareddy
Founder Managing Director

If there is one place in India where advanced technology meets the best manufacturing practices to produce world-class products in an eco-friendly environment, then it's in Sri City, Tirupati district of Andhra Pradesh.

From cellphones to chocolates, cars to metro coaches, auto components to heavy engineering goods are rolled out of this 7,500-acre manufacturing hub that's located just 55 km or a 90-minute drive from Chennai, Tamil Nadu.

A unique feature of Sri City is the harmonious presence of American giants like Mondelez, Kellogg's, Colgate Palmolive, and Pepsi with Japanese giants like Panasonic, Daikin, Isuzu, Kobelco, etc., In addition, the green manufacturing hub also houses numerous multinational companies like Foxconn, Danieli, Alstom, Kimberly Clark, etc.,

A Dynamic Manufacturing Hub

In a span of just over 15 years, Sri City has emerged as one of India's top 10 commercial destinations. Over 210 companies from 28 countries have invested more than $4 billion USD, leading to exports exceeding $2 billion USD.

Launched on August 8, 2008, by the then Chief Minister of combined Andhra Pradesh, Dr. Y. S. Rajasekhara Reddy, Sri City has been attracting businesses of all sizes and sectors globally and locally. The biggest incentive is its advanced infrastructure, excellent connectivity, and investor-friendly policies. Sri City is divided into an Industrial Zone with a Special Economic Zone, contiguous Domestic Tariff Zone, Free Trade Warehousing Zone, and Electronics Manufacturing Cluster, and a Social Zone with residential complexes, hospitals, educational institutions, recreational facilities, and more.

Another distinctive feature of Sri City is its growth as a truly multi-product manufacturing centre. These industries represent a number of sectors, including automobiles, electronics, engineering, air-conditioners, formulations, FMCG, food processing, packaging, logistics, etc.,

By its performance and its ability to attract impressive investments, Sri City has also earned a special place in the Union Government's 'Make in India' initiative, significantly offsetting imports through impressive gains on the export front. Sri City is one of 349 industrial parks and SEZs in India certified 'Leaders' by the Department for Promotion of Industry and Internal Trade's (DPIIT's) Industrial Park Rating System (IPRS) 2.0. It is also the only park in South India to receive this grade and the best industrial park in Andhra Pradesh across all categories.

Visionary Leadership

The driving force behind the transformation of a once-backward region into a bustling and vibrant industrial hub is Dr. Ravindra Sannareddy, the Founder Managing Director.

A son of the soil who emerged from a rural background, Dr. Ravindra Sannareddy



Women Technicians at work on the Shop Floor of the Blue Star AC manufacturing plant



Aerial view of a section of Sri City



has been instrumental in its establishment, expansion, and success, utilising his extensive global business experience. Under his proactive and able leadership, Sri City exemplifies how a business city can transform a backward region into a thriving economic zone. Sri City has come up as an oasis in the region with world-class infrastructure and companies. This has, in turn, led to a spin-off effect, with neighbouring areas and districts attracting several manufacturing units.

In addition to achieving product diversity and industrial prosperity, Dr. Ravindra Sannareddy has been a champion of green norms, sustainability issues, and corporate social responsibility (CSR).

Stating that Sri City's CSR programme focuses on holistic community improvement and socioeconomic development, Dr. Ravindra Sannareddy said," Significant milestones such as job creation, women's empowerment, and improved infrastructure were achieved. With over 55,000 gainful employment opportunities, more than half for women, we aim to generate an additional 100,000 jobs in the next five years, contributing significantly to the socioeconomic prosperity of Andhra Pradesh".

Sustainability at its Core

In the global context of meeting UN sustainability goals and adhering to best practices in view of the climate change impact, Sri City has been at the forefront. It is shaping up well as a sustainable industrial hub that prioritises environmental consciousness. It focuses on non-polluting industries, incorporates abundant greenery, and employs rainwater harvesting and solar power to minimise its carbon footprint.

After a thorough review of its strategies and measures implemented, Sri City has been recognised with the prestigious IGBC Gold Rating. It has also been awarded 'The Most Innovative Sustainability Project' by Business World magazine. Sri City stands as a model for responsible development in India.

Among its global recognitions, Sri City has earned the distinction of being designated as a top-performing Global Free Zone of the Year (GFZ) in the Asia-Pacific region in 2023, in the 10th edition of GFZ-2023 by fDi Intelligence. fDi Intelligence, a widely read publication within the global free trade and foreign direct investor communities, identifies the most promising free zones that provide excellent investment opportunities and potential for business growth and economic advancement worldwide.

A City that Nurtures Life

Sri City is more than just a factory floor. It is a vibrant community that offers a blend of modern residential complexes, noted educational institutions, and healthcare facilities. It caters to the needs of the growing population in the region, offering a conducive work environment and a wholesome lifestyle. The city's integration of work, living, learning, and recreation creates a promising future for India's manufacturing landscape. Whether you're an executive seeking a dynamic work environment or a family seeking a wholesome lifestyle, Sri City has something for everyone.

Visit the web portal
sricity.in to learn more about this thriving business city, Sri City.

PMG STRUCTURALS - A pioneer in pre-engineered building materials

In the fast developing construction, realty and property management sectors in India, PMG Structurals, a specialised engineering services and product manufacturing company based out of Vijayawada, Andhra Pradesh is making its mark with its quality products.

It's PEB (Pre-Engineered Building) structures, steel structures and general fabrications have found wide clientele in India and the company has implemented several projects Globally. The manufacturing plant of PMG Structurals is in Veeravalli village of Krishna district, Vijayawada, Andhra Pradesh

PMG
SINCE 1965

PMG was Started in 1965 by Ponnam Madana Gopala Rao, PMG Structurals has a combined production capacity of 24,000 Mt of PEB per annum. With the increasing demand and order book, the company is firming up plans to expand capacity soon.

Pre engineered Building structures based on PEB concept, specially known for its structural strength, economical design and its compactness. These structures are basically manufactured at the factory with high tensile steel material according to the dimensions (length, width and height).

In its nearly 6 decade journey, PMG Structurals Pvt. Ltd has emerged as one of the pioneers and a leaders in the fields of pre engineered steel buildings in the country.

The company promoters- Ponnam Siva Rama Krishna, Managing Director and Yarlagadda Srikanth, Executive Director have 50 years of experience in structural engineering and structural fabrications for factories, warehouses and other industrial buildings and general engineering fabrications.

The manufacturing plant has 1,00,000 sq ft of covered area and 4,50,000 sq ft of open area.

With an objective of emerging as a key player in the real estate and property management sectors in the country, PMG Structurals established its plant and machinery with latest equipments from China and Japan.



Ponnam Siva Rama Krishna, Managing Director and Yarlagadda Srikanth, Executive Director







The workshop has latest equipment like Shearing machines, Beam line welding machines, CNC drilling machines, CNC cutting machines etc.,

For handling of materials and for erection of jobs mobile cranes of 14 Mt to 500 Mt capacity are engaged.

The company is constantly upgrading its technical and engineering skills to improve the final products. In this direction it has forged tie ups with M/s. Gowthamy Engineering Services Pvt.Ltd Hyderabad, a well known firm in designing of PEBs.

PMG is approved by RDSO, Ministry of Railways, Govt. of India and engaged in doing of ROB's, FOB's, ROR's, etc. PMG Structurals won recognition as best industry in 2002 and 2010 in its field. In the initial years, the company focussed on Architectural designs & Structural works. Over the decades with growing confidence and clients it expanded services in the field of Composite girders, structural frames for solar panels and high rise buildings.

The projects executed by the company are widely accepted by the customers. Further, the structures erected by them at various locations of the customers stand testimony to their engineering skills, workmanship & designs. Prominent contributions have been made in the states of Andhra Pradesh, Telangana, Tamil Nadu, Karnataka, Odisha, Kerala and Chattisgarh. Among the noted customers are the Sri Ramachandra Medical University, Chennai, Suswadeep Agro Services (Flipkart warehouses), Avanthi warehouses Pvt Ltd., A S Cargo Pvt Ltd., RVNL, Deepak Nexgen feeds Pvt. Ltd., NG Fertilizers and Phosphates Pvt. Ltd., Indian Railways, NFCL, RAK Ceramics and so on.

PMG Structurals boasts of services that are intelligent and cost efficient in the competitive market. "We are committed to encourage the principles of skillful design. Our team has mastered the art of optimization and has innovative designs which are internationally competitive in both cost and quality. Our meticulous implementation of design solutions has made us trend setters and leaders in the design community", say the promoters. **http://www.pmgstructurals.com/**

Health Sector: Growing Well

The Public health system in the State is being strengthened and the overall health sector is a priority of the Chief Minister. The Family Doctor concept and village clinics and Jagananna Arogya Suraksha camps to provide health care services to the people are getting priority. During 2023 the limit for the YSR Aarogyasri has been raised to Rs 25 lakhs. To meet the growing requirements under YSR Aarogyasri services, the Chief Minister has also launched newly built medical colleges at Vizianagaram, Machilipatnam, Rajahmundry, Eluru and Nandyala taking the total number of medical seats in Government colleges to 2935 from the existing 2185 besides allotting Rs. 3280 crore under Nadu-Nedu scheme.

The innovative family doctor concept, the brainchild of the Chief Minister, is being implemented with the close coordination of PHCs, ANMs, CHOs, ASHA workers and village clinics which are equipped with 105 types of medicines and 14 types of diagnostic kits to conduct medical tests. Family doctors and village clinics will also focus on eliminating anaemia and malnutrition among children and pregnant women and lactating mothers paving the way for a healthy society. Government has taken steps to ensure that only WHO or GMP authorized medicines are served to patients in hospitals while maintaining enough stocks of medicines and surgical equipment in all hospitals, village clinics and PHCs.

The State has drawn up elaborate plans for the development of tourism, pilgrim circuits, development of beaches, infrastructure in many identified tourist spots in a phased manner to tap the huge potential. Tirumala continues to be the top pilgrim destination in the country for devotees. The government is also working on incentives for development in the tourism, hospitality and infrastructure sectors. Traditionally an agriculture economy, the State government has been laying emphasis on farmer friendly policies, providing them subsidies, Rythu Bharosa, insurance cover and also supporting them during any cyclone or natural calamity. The Zero Budget Natural Farming, an alternative to the chemical-pesticides is also slowly expanding in the six districts as it is showing positive results.

The State is moving towards a phase of gearing up to see developments in multiple sectors in the long term.

The Education Push

The education sector is one of the areas that is showing promising growth in Andhra Pradesh in the last few years. The State government took the bold decision to introduce English as the medium of instruction from the primary school stage, which drew lot of flak in the initial phase, especially on the issue of lack of trained teachers to implement it and also on neglect of mother tongue Telugu.

However, the Jagan Mohan Reddy government is weathering this criticism with focussed and coordinated efforts. It has set in place a strategy which will see a right mix of education with the latest technology developments in preparing the children as world class students. The government has consequently been re-framing the curriculum to suit the modern needs with the introduction and distribution of tabs, IFPs, IB and other advanced teaching modules respectively.

The State is redefining the concept of education and changed the learning and teaching methods which have started getting noticed all over the country. Measures like digitisation of class rooms, renovation of schools under Nadu-Nedu, introduction of AI (Artificial intelligence) and IB (International Baccalaureate) curricula in Government educational institutions are the driving forces..

The Chief Minister has been giving multi-front push to education to enhance GER and reduce dropout rate in schools and colleges while helping students improve English communication skills and turn themselves into global products equipped with knowledge of emerging technologies. The results are tangible in the GER reaching 100.8 per cent in 2023 from 84.48 in 2018.

The implementation of slew of pro-educational welfare programmes like Jagananna Vidya Deevena, Ammavodi etc are supporting this policy initiatives. Already the district of Nandyala has achieved 100 percent enrolment. Across the State, 1,49,515 students have rejoined schools in 2023. While introduction of bilingual text books has drawn appreciation from Prime Minister Narendra Modi, making Ragi Malt part of the Jagananna Goru Mudda has become instant hit with the students.

While the MoU signed with the US-based online teaching platform edX helps students learn 1800 emerging technology courses not available in our school syllabus and get certificates from world famous institutions like MIT and Harvard University, the Government's determination to introduce AI and IB curriculum for school and college students would take their academic careers to the global level and make them on par with students in advanced countries, say government officials. With the introduction of CBSE syllabus and English medium in schools coupled with the distribution of bilingual text books to students, the year 2023 also saw 67 Government school students get seats in IIT, NIT and other Central universities besides 10 Government school students of Andhra Pradesh representing the country in the UNO-affiliated committee discussions in the USA. Government school students, presently getting trained in the basics and advanced versions of TOEFL, will also have the bonanza of learning AI-related subjects and following IB curriculum from next year. The AP Skill Mission aims to skill 20 million people in 15 years, creating a skilled workforce and knowledge hub. The government invites global universities to set up campuses in Amaravati, with SRM, VIT, and Amrita already establishing their presence. Young entrepreneurs are keen on launching start-ups in the capital region.



Major engineering colleges that have developed over the years in Andhra include –

IIT Tirupati stands as a leading engineering institution in India, dedicated to delivering top-notch engineering education, fostering research, and promoting innovation. .

VIT Amaravati, a part of the renowned VIT group of institutions, prioritizes quality education, innovation, and research. The university has established collaborations with global institutions and equipped its campus with modern infrastructure, including smart classrooms, laboratories, and research facilities.

GITAM in Visakhapatnam, the most famous deemed-to-be university, offers a diverse range of undergraduate and postgraduate programs. Emphasizing research and innovation, GITAM encourages meaningful projects for both students and faculty. The university has expanded its academic offerings and equipped its campuses with modern amenities, libraries, and research centers. These overviews provide insights into the educational development of prominent engineering and deemed-to-be universities in Andhra Pradesh.

THE COAST COMES ALIVE IN AP

Andhra Pradesh is one of the states richly endowed with rivers flowing across and a long sea coast. Development of infrastructure to tap the advantages and exploit the potential is an ongoing process for the government. Driving the growth story is the AP Maritime Board (APMB) with its headquarters in Mangalagiri in Guntur district. The chief minister Y S Jagan Mohan Reddy has given high priority to the development of Ports and creation of infrastructure along the 974 km long coastline of the State, which is the second longest in the country.



Andhra Pradesh is amongst the first among maritime States to recognise the importance of modernised port infrastructure and the role of private sector in developing it. Consequently, the Maritime Board has initiated several 'Greenfield' projects and accelerated ongoing ones with around Rs 16,000 thousand crores of investment.

At the moment the A P Maritime Board (APMB) is actively involved in the development of 4 Greenfield Ports, 3 ports under the Land Lord Model and one port under the Public-Private Partnership (PPP) model at different locations. Once completed, the State will see a vibrant phase of economic activity.

As per the latest data available the State ports have handled a total cargo of 175 million tonnes per annum (MTPA) during the financial year 2022-23. A projected 110 MTPA additional cargo handling capacity is expected to be added by the end of fiscal 2025-26 when some of these projects are completed.

There are 5 non-major ports

Gangavaram, Krishnapatnam, Kakinada Deep Water, Kakinada anchorage and Rawa port. Also, the one major port at Visakhapatnam that are operational in the State. These operational ports offer employment to over 75,000 people.

All the new ports are deep draft ports which facilitate the movement of big ships with significant scope of logistics support for the big industry. The AP MARITIME INFRASTRUCTURE DEVELOPMENT CORPORATION LTD., a 100% Subsidiary of AP Maritime Board is implementing the projects.

APMB is drawing up a plan for comprehensive realisation of coastal hinterland potential. As a major export import (EXIM) cargo hub, A P is already a leader with a major port in Visakhapatnam and 15 other notified State ports, spread in 8 of the coastal districts. The private SEZ port coming up in Kakinada will give further momentum.

AP has a competitive advantage in sectors such as marine products and shrimp, drugs and pharmaceuticals, electronics, petroleum, engineering goods, etc.

The Port Developments:

The Ports being developed under the Land Lord Model are the Ramayapatnam (Nellore District) with project cost of Rs. 3,736.14Cr. Already 44% of the work has been completed, including one Berth which is ready for Commissioning since the foundation stone for the port was laid by Chief Minister YS Jagan Mohan Reddy in September 2023. The State government is planning to sign a memorandum of understanding (MoU) with a leading corporate conglomerate to develop and run two berths at this Port for the captive use of the steel plant it is building in Kadapa district. Further, the rights to develop and run the two berths at Ramayapatnam Port for an initial concession period of 30 years can be extended twice by 10 years, officials say.

The Machilipatnam (Krishna District) project with an investment of Rs 5,155.73 cr is also gathering momentum in the construction. The port has a draft of 14.5 metres and is designed to handle vessels weighing around 60,000 DWT in the initial phase.

All the necessary approvals, including environmental clearance from the Ministry of Environment, Forests and Climate Change, have been obtained. The funding arrangements with a special purpose vehicle — Machilipatnam Port Development Corporation Ltd has been floated. The Power Finance Corporation has approved a loan of ₹ 4,500 crore for the project.

Once ready, Machilipatnam port will be able to handle the export and import of tobacco, granite and other natural stones, pharma and agri products. It is also likely to support the eastern offshore activities of the Oil and Natural Gas Corporation (ONGC).

The third major project under development is coming up in Mulapeta (Srikakulam District) with a cost of Rs.4,361.91Cr. Andhra Pradesh Chief Minister, YS Jagan Mohan Reddy, laid the foundation stone for the Mulapeta Port — previously known as Bhavanapadu Port. It will have the capacity to handle, annually 23.5 million tonnes exports and imports from other States including Chhattisgarh, Jharkhand, Madhya Pradesh and Odisha. The port is being built over 1,250 acres. It will have four loading and unloading berths to handle cargo and containers.

Under the PPP Model two major initiatives are in Kakinada. The Kakinada Gateway Port is being developed under PPP model (DBFOT) basis with project cost of Rs.2,123Cr. Already 15% of work has been completed. Similarly, the Improvement of Kakinada Anchorage Port Facilities under Sagarmala Programme with project cost of Rs.91.18Cr. are close to completion.

Fishing Harbours & Fisher-folk:

With a production of 4.8 million tonnes, Andhra Pradesh is the leading producer in the country. The fisheries sector employs over one lakh, operates 30,474 fishing boats and has over Rs 4000 crore investment underway in various projects.

Apart from Ports, 10 state-of-the-art fishing harbours and 6 fish landing centres have been planned with a total investment of Rs 3800 crore. The overall objective is to improve the livelihood of the fisher-folk community. It has been decided to establish atleast one fishing harbour in each of the coastal district. Each one is expected to cost approximately ₹350 crore.

Under phase-1, four harbours at Juvvaladinne in Nellore; Nizampatnam in Guntur; Machilipatnam in Krishna and Uppalapadu in East Godavari districts are in advanced stage of completion. In the Second phase: Six Fishing Harbours – Biyyaputhippa, West Godavari, Kothapatnam, Prakasam, Pudimedaka, Visakhapatnam, Budagatlapalem, Srikakulam, Vodarevu, Prakasam & Manchineellapeta, Srikakulam districts are being initiated. They are at the detailed project report stage.

After all the 10 fishing harbours are developed, a total of 4.5 Lakh tonnes of additional Fish & Prawn catch worth of Rs. 9,000 Cr will be added as the GVA to the State.

The Six Fish Landing Centres with an expenditure of Rs 126.91 Crores are identified to come up in Chintapalli (Vijayanagaram), Bheemili (Visakhapatnam), Rajayyapeta, Dondawaka (Anakapalli), Uppalanka (Kakinada) and Rayadaruvu (Tirupati).

Once all these projects are completed and operational, the logistics sector in the State will be transformed into a vibrant phase.

Multi-modal Transport System & EXIM Cargo:

Andhra Pradesh with its long coastline is well placed to lead the development of multi-modal transport system (MMTS), which is the future of logistics. The State is playing an important role in the port-led development of the country.

Under the Sagarmala Programme, more than 110 projects worth around 1.1 lakh crore have been identified for implementation in AP. Out of them, 35 projects worth 32,000 crores have already been completed and 14 projects worth 2,500 crores are in progress. For the uplift of the fisherman community, five fishing harbour projects worth 1,500 crores have been sanctioned for AP under the Sagarmala Programme, the Union Minister for Shipping, Ports and Waterways Mr Sarbananda Sonowal had said during the Investors Summit in Visakhapatnam.

As far as the Visakhapatnam port is concerned, it has shown a healthy cargo growth of over 7.5% this financial year. Following the direction from the Union Ministry, the port is in the process of transforming into a landlord port.

Six projects were awarded to Vizag port in January 2023 with an investment of 658 crores and another six projects are in the pipeline with an investment potential of 1,250 crores. Completion of these projects will increase the port capacity by about 37 million tonnes per annum.

As part of the up-gradation of the fishing harbours in the country under Sagarmala Programme and the Pradhan Mantri Matsya Sampada Yojana the Fishing harbour at Visakhapatnam is being upgraded at a cost of 151 crores, which will improve the quality of life of the local fishermen.

Visakhapatnam port is nearing completion of international cruise terminal with an investment of 97 crores and it is likely to be operational by April 2023," he said.

The Indian Maritime University has also got a centre of excellence in maritime and shipbuilding, a first of its kind in Asia. With 18 laboratories, the aim of the centre is to bridge the skill gap between the academics and industrial demands.



Vizag port sets itself an ambitious target

THE VIZAG Port Authority (VPA) has set an ambitious goal to handle 80 million tonnes during the financial year 2023-24, an 8% increase from the previous year.

With a couple of months left it has already achieved 60 MT. Given the momentum the 90 year old Port on the Eastern coast of India is all set to achieve the record says it's Chairperson, Dr Madhaiyaan Angamuthu.

The port was once the busiest, but has fallen to third place among the major ports in the country in terms of cargo handling due to competition from the Adani-owned Gangavaram Port, which is located just 15 km away.

Highlighting the performance of the Port, the Chairperson said the Cargo volumes are up by an impressive 9%; Pre-berthing detention reduced by 69%; Turnround time reduced by 13%; Output per ship berth day improved by 12% and reduction of idle time at berth by 12%. The overall capacity has grown to handle 137 million tonnes moving cargo via railways, road, pipelines etc and the revenue grew to Rs 2300 cr.

On the future growth, Angamuthu said the Visakhapatnam Container Terminal is emerging as a regional transhipment hub on the east coast, facilitating transhipment of containers from Kolkata / Haldia, Paradip, Chittagong, and Yangon.

The port is making the city proud by putting Visakhapatnam on global stage by developing State of the Art Vizag International Cruise Terminal (VICT). This will foster tourism development in the Visakhapatnam and Andhra Pradesh region. Littoral Cruises Limited signed the MoU for the Chennai to Singapore via Visakhapatnam cruise in the presence of the Union Minister for Shipping, Waterways and Ports, Sarbananda Sonowal. Further, Littoral have plans to run a cruise service connecting India, Sri Lanka, and Maldives with Rs. 1,200 crore investment. The port is developing policies that encourage cruise operators to include VICT in their itineraries. It is outsourcing the operation of Cruise Terminal.



Dr.M. Angamuthu., IAS
Chairperson

The Visakhapatnam Port is moving towards asset light model to fuel growth and strengthen financial performance. In 2023, the port awarded 3 berths on PPP and another PPP berth project under tendering stage. With this, there will be 12 PPP/ BOT berths in the port. The port has made plans to offer 2 berths (WQ-5 and FB) under Captive policy in the next 2 years and another 3 berths (WQ-1,2,3) under PPP. By the end of 2025, the private berths tally rises to 17. VPA striding for 100% landlord port by 2026.

Over the years, the port is undergoing modernization initiatives to keep pace with the changing demands of international trade. Upgrading facilities, adopting advanced technologies, and improving efficiency were key aspects of development.

The port is fostering industrial development in the region by offering World-class services and facilities to the EXIM trade. The Visakhapatnam Port Authority (VPA) is the leading port in the country with a share of 26.36% in the marine products export. In FY 2022-23, the port shipped 2.64 lakh metric tonnes of marine products worth ₹16,877 crore. To further enhance the marine products exports, the port is modernizing the Fishing Harbour with an investment of Rs. 150 Cr.

The Visakha Container terminal has shown impressive growth during the period Apr '23 – Dec '23 compared to Apr '22 – Dec '22 with the increased cargo demand from the immediate catchment and adequate supply in the form of new services added to the bouquet of global network. It is located in centre of India's East Coast and closest to the Malacca Straits, an ideal gateway currently for container traffic from states of AP, Telangana, Chhattisgarh, Odisha, Maharashtra, and West Bengal. The terminal is also expanding its horizon to Jharkhand, Madhya Pradesh, and Bihar as prospective catchment regions.

Visakhapatnam is the first port to run entirely on solar power. The port achieved self sustainability in its energy requirement by installing 10 MW Solar power plant. Another 20 MW Solar power generation is in pipeline.

In tune with the Amrit Kaal Vision to Viksith Bharat by 2047 vision of Government of India, the port is modernizing and mechanizing its facilities, developing deeper draft berths, covered storage for dusty cargo, State of the Art truck parking terminals etc.

The port has tied up with HPCL for Green Hydrogen production. VPA will be offering port land for HPCL to set up the facility.

On the environment and sustainability issues VPA and the Andhra Pradesh Greening and Beautification Corporation have signed a Memorandum of Understanding (MoU). VPA has identified 186 acres for developing landscaping, beautification and plantation works in available places along with existing trees. The port has already developed plantation in 650 Acers with 5.65 Lakh plants.

KEY PERFORMANCE INDICATORS (KPIs)

Description	Proposed Target for (2023-24)	22.01.2024	01.04.2023 to 22.01.2024 (2023-24)	01.04.2022 to 22.01.2023 (2022-23)	% of Improvement / Decline
Traffic handled (in MMT) (as on 23.01.24)	83.00	0.21	65.32	59.70	(+) 9%
Av. PBD (Hrs)	1.20	0.71	0.59	1.85	(+) 68%
Av. TRT (Hrs)	65.00	77.99	66.09	73.89	(+) 11%
Av.OSBD(Tonnes)	16,000	18,373	13,577	12,261	(+) 11%
Idle time at berth (%)	14%	--	24%	26%	(+) 8 %





A view of the fishing harbour and (right) the newly developed state-of-the-art international cruise terminal.

VSEZ- Proficient & Versatile

Profitably progressive SEZs

Visakhapatnam Special Economic Zone (VSEZ), one amongst the 7 pioneering EPZs set up in the country, was established in the year 1989 in one of the fastest growing cities in India, Visakhapatnam. A Government of India entity, it was enhanced to a Special Economic Zone in 2003. Set up over 360.5 acres of prime land near Duwada Railway Station, VSEZ offers a liberal package of incentives, concessions and support services to new, upcoming and existing units in various sectors. The SEZs in the states of Andhra Pradesh, Telangana, Chhattisgarh and Yanam come under the jurisdiction of VSEZ. Consequently, a significant number of private and government SEZs have been set up in the ambit of VSEZ, comprising of 86 notified SEZs out of 276 notified in the country. The total export turnover from SEZs under VSEZ increased from Rs.1,35,513 Cr in 2021-22 to Rs. 1,80,673 Cr. in 2022-23.

Advantage VSEZ

VSEZ has an inherent geographical advantage; it has air, road, and sea connectivity. The many facilities offered by VSEZ include well-developed industrial plots, ready to occupy built-up spaces (Standard Design Factory Buildings), Industrial sheds and Trading sheds. All these are well serviced by a 4-lane road network stretching across the zone built to with stand heavy cargo movement, which is connected to the national highway at a distance of just 3 km. There is internet facility and uninterrupted suppl y of quality water to all units, and round-the-clock security. There is also a dedicated 133 KV power substation ensuring uninterrupted quality of power. And considering the present push towards greener energy, a 0.850 MW solar power station was installed to meet the requirements of the Administrative building, common area lightings in SDF buildings and street lighting in the complex, besides uploading the surplus electricity to the Electricity Board. VSEZ also offers many support facilities which include a business-cum-service centre, in-house customs clearance facilities, single window clearance system, Banks/ ATMs, cargo consultants, courier facilities and facility of a post office within the SEZ.

Encouraging initiatives

Units in the SEZ benefit from incentives like exemption from customs/central excise duty, IGST/ GST, stamp duty and registration fee, as well as clearance of consignments on self-certification, in addition to other incentives/ benefits extended by the respective State governments. Furthermore, VSEZ levies very low lease rentals and other statutory fees.

Achievements

The objective of the SEZs initiative has been largely met with, in the sense that it generated additional economic activity, promoted export of goods and services, and created employment opportunities. The exports rose from Rs.1,35,513 Cr. during 2021-22 to Rs. 1,80,673 crores in the year 2022-23, employment figures scaled up from 5,45,694 in the year 2021-22 to 5,99,427 in the year 2022-23, investment has grown up from Rs.94,607 crores in the year 2021-22 to Rs.1,09,404 crores in the year 2022-23.

Government backing

The Government has laid much emphasis on ease of doing business, digitization activities, online approvals and clearances of EXIM transactions, interest subvention, etc. Working towards strengthening the SEZ Scheme, regular meetings with all the stake holders are periodically organised to identify and resolve any problem promptly. Much emphasis has been laid on creation and strengthening of external infrastructure facilities. With the above initiatives, major units have come up in VSEZ. In Andhra Pradesh alone there are many prominent companies, namely Dr. Reddy's Laboratories Limited, Mylan Laboratories Limited, Pfizer Health Care India Limited, Pokarna Limited, Uniparts India Limited, Parry Sugars Refinery India (P) Limited, Eisai Pharma Limited, Brandix Apparel India Pvt. Limited, Worldwide Diamond Mfrs. India Pvt. Limited, Apache Footwear India Pvt. Limited and others. Likewise, in Telangana, there are 56 SEZs out of which 43 are IT/ITES based. The major units in Telangana are Amazon IT Services India Pvt. Limited, Cognizant Technology Solutions India Pvt. Limited, Genpact India, Wipro Limited, Infosys Limited, Face Book India Pvt. Limited, United Health Group Information, TCS Limited,HCL Technologies, Igate Global Solutions, Aurobindo, IBM Limited, Mylan and Tech Mahindra Limited.



VSEZ- Administration Building

At the helm, Sri Srinivas Muppala



Sri Srinivas Muppala, IRSME.
(Zonal Development Commissioner)

The Zonal Development Commissioner of VSEZ, **Sri Srinivas Muppala** IRSME, summarises the progress achieved in VSEZ over last few years.

1. What is the role of VSEZ?

VSEZ is a facilitator and regulator for setting up of all or any units in AP, Telangana, Chhattisgarh and Yanam, including cancellation of approvals granted earlier on default. We also promote exports, guide entrepreneurs, and explain the concept and objectives of the scheme and the incentives/benefits available to the entrepreneurs and its advantages over other schemes.

2. What is the progress of SEZs under your jurisdiction?

The setting up of SEZs is a continuous process and as of now, there are 86 notified SEZ, and out of which 63 are operational. With the proactive policies of the Government, low rentals levied, and lenient attitude towards tolerating delayed payment of lease etc., the zone has attracted a number of new units and achieved an export turnover of Rs. 1,80,673 crores during the year 2022-23. We hope to touch the figure of Rs.2,10,000 crores during the year 2023-24..

3. What changes have been recently made and how will it impact?

One of the major change is allowing partial denotification in respect of IT/ITES SEZs.

4. How would you rate the performance of SEZs under the direct control of the Union Ministry of Commerce in comparison with Private SEZs?

No visible distinction can be made in the performance of Govt SEZs and Private SEZs, whereas the lease rentals charged in the Private SEZs may be slightly higher when compared with the Government SEZs.

5. What are the challenges/ problems being faced by the SEZs under your control?

Due to the economic conditions and the prevailing conditions across the globe, as well as domestic markets, the units in SEZs are facing certain issues. The major challenge for the SEZ Developers at present is availability of huge vacant space. Due to work from home concept, the Developers majorly are having huge vacant ready built spaces and as a result they are facing financial problems.

6. Have there been any new steps and programmes taken up in these SEZs recently?

SEZ online systems have been put in place and the entrepreneurs can directly upload all bills of entry, shipping bills, claim for IGST, seek renewals etc., online. RFIDs have been placed at the in and out gates to tract the container movement. EPCES organised many orientation programmes in association with Grant Thorton and created awareness among the exporters of the latest developments. Many socially beneficial and eco-friendly programmes have been taken up. The zone has been declared as a Green Zone and is made plastic free. We have celebrated every occasion by planting trees. Like, on World Forestry and Environment Day, Nearly 3000 saplings were planted on different ocasions. As part of Swachata Campaign, toilets percolation tanks were constructed. Zone units have organised blood donation camps, eye-check up and health check-up camps under CSR. Some of the units have provided water coolers, and e-rickshaws for commuting workmen in the zone.

7. What future do you envision for theSEZs?

Despite the prevailing conditions, the export performance in SEZs has remained very encouraging, as is evident from Rs.162,211Cr exports achieved for the current year for quarter ending December'2023 which is 24% more than the previous year's of the corresponding period. Thus, the future of the SEZs is quite promising.